



Mouth Cancer Walk
www.mouthcancerwalk.org



MEDIA ALERT - WALK, TALK & SAVE LIVES

Date: Wednesday 15th November 2006 FOR IMMEDIATE RELEASE

Interviewee: Founder of the Mouth Cancer Foundation Dr Vinod Joshi

To set up an interview please call Media Ambitions on 020 7482 3600.

IF IN DOUBT CHECK IT OUT....

Had an ulcer for longer than 3 weeks?

Do you have white or red patches on your gums, tongue or lining of your mouth?

Are you suffering from a swollen neck which has been like that for over 3 weeks?

If you experience any of these symptoms or those listed below then make sure you see your doctor or dentist and get them checked out. This is the stark warning from the Mouth Cancer Foundation at the start of Mouth Cancer Awareness Week. Members of the public must be educated on the risks of this horrific disease and one of the ways in which they can do this is to take part in a FREE 10 K sponsored walk.

The sponsored walk is taking place in Hyde Park, London from 09:30am on Sunday 19th November 2006, and it is open to children and adults of all ages and walking abilities. The Mouth Cancer Foundation is launching the sponsored walking initiative to help increase awareness and save lives and they are calling for people from all across the UK to join in! Lives may be saved during the walk as all participants will be offered free screening in a mobile dental unit courtesy of the Department of Community Special Care Dentistry of King's College London Dental Institute and the Oral Medicine Dept of the Eastman Dental Institute for providing the manpower.

Every 5 hours someone will die from Mouth Cancer. Mouth cancers have a higher proportion of deaths per number of cases than breast cancer, cervical cancer or skin melanoma. In the UK, there has been a 19% increase in cases from 3,673 in 1995 to 4,405 in 2002 and 13,000 people in the UK are currently living in the shadow of this debilitating disease. The mortality rate from mouth cancer is just over 50% due to late detection. These are the shocking facts from the Mouth Cancer Foundation who are determined to raise awareness for the cancer about which little is known.

Cancer can occur in any part of the mouth, tongue, lips, throat, salivary glands, pharynx, larynx, sinus, and other sites located in the head and neck area. In its very early stages, Mouth Cancer can be almost invisible making it easy to ignore.

Symptoms include:

1. A sore or ulcer in the mouth that does not heal within 3 weeks
2. A lump or overgrowth of tissue anywhere in the mouth
3. A white or red patch on the gums, tongue, or lining of the mouth
4. Difficulty in swallowing, chewing or moving the jaw or tongue
5. Numbness of the tongue or other area of the mouth
6. A feeling that something is caught in the throat
7. A chronic sore throat or hoarseness that persists more than 6 weeks
8. Swelling of the jaw that causes dentures to fit poorly or become uncomfortable
9. Neck swelling present for more than 3 weeks
10. Unexplained tooth mobility persisting for more than 3 weeks

According to the Founder of the Mouth Cancer Foundation Dr Vinod Joshi "25% of mouth cancer cases are not associated with any known risk factor, hence the need for vigilance. If you notice a lump in your mouth that wasn't there before or a mouth ulcer which lasts for more than 3 weeks, you should see a dentist or doctor immediately."

The World Health Organization is endorsing the Mouth Cancer Foundation 10K walking event. Dr. P.E Petersen of the Oral Health Programme, Chronic Diseases and Health Promotion says "Mouth Cancer Awareness Week is a very important initiative and the 10 K sponsored walking event is a great way to raise the profile of Mouth Cancer. The prevention of oral cancer is a priority action area of the World Health Organisation/Oral Health Programme. I look forward to expanding the collaboration between the Mouth Cancer Foundation and the World Health Organisation/Oral Health Programme for effective control and prevention of oral cancer in the future".

Walking is fun, free, easy, burns calories and saves lives! Surprisingly most of the population in the UK need to get out and walk more. Walking is excellent exercise in the fight against cancer.

-END-

To take part in the FREE MOUTH CANCER 10K Sponsored Walk visit www.mouthcancerwalk.org

For general press enquiries, please contact:
Elizabeth Ayto, Vicki Walker-Wright or Flora Page
Media Ambitions - 020 7482 3600
Elizabeth@mediaambitions.com
www.mediaambitions.com

NOTES TO EDITORS

The Mouth Cancer Foundation is a registered charity no. 1109298.

Mouth Cancer Awareness Week, held in November each year, is co-ordinated by the British Dental Health Foundation (BDHF), supported by a wide range of leading national health organisations. These include the Mouth Cancer Foundation, Cancer Research UK, Denplan, Action on Smoking and Health (ASH), British Dental Association (BDA), British Association of Head and Neck Oncologists (BAHNO), British Association of Oral and Maxillofacial Surgeons (BAOMS), the health departments of the four UK countries, GKT, Pharmacy Health Link, QUIT and Scope.

More information about Mouth Cancer is available at the Mouth Cancer Foundation web site www.mouthcancerfoundation.org or by emailing info@mouthcancerfoundation.org

Sponsors:

The Free Mouth Cancer Foundation Sponsored Walking event is being sponsored by Philips Sonicare. www.sonicare.co.uk



Recent studies reveal an important link between the health of teeth and gums and overall health. Good oral care is therefore a great way to contribute to improved overall health. The Sonicare electric toothbrush with Sonicare patented technology delivers unique dynamic cleaning action for:

- Superior plaque removal*
- while being as gentle as a manual toothbrush
- Improved gum health**
- Naturally whiter teeth

* Compared to manual toothbrush

** Knudsen/Donnellan, 1998, US



The event is also being sponsored by Biotène. www.biotene.com

Biotène's range of oral care products has been designed to help reduce the symptoms of Dry Mouth resulting from the use of strong medications and cancer treatments. Biotène's natural antibacterial enzyme system helps promote healing of sore and tender mouth tissues, bleeding gums, gingivitis and inhibits the growth of harmful odour-causing bacteria. The gentle formulations provide long lasting moisture essential for oral comfort.